



**City of Seattle**  
Office of Economic Development

**Date:** May 17, 2011

**To:** Seattle City Councilmembers

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Bryan Stevens, Department of Planning and Development  
Tracie Sunday, Seattle Department of Transportation  
Michael Brennan, Seattle Public Utilities  
Kelly Enright, Seattle City Light  
Captain Ron Wilson, Seattle Police Department  
Chief John Nelsen, Seattle Fire Department  
Aimee Strasko Carlisle, Finance and Administrative Services

**From:** Steve Johnson, Office of Economic Development  
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Jorge Carrasco, Seattle City Light  
Chief Gregory Dean, Seattle Fire Department  
Chief John Diaz, Seattle Police Department

**Subject:** SLI 24-1-A-1: Formalization of the Citywide Business Advocacy Team (CBAT)

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We are pleased to inform you that the Executive has successfully formed the Citywide Business Advocacy Team (CBAT) as detailed in the attached memorandum of understanding (MOA) completed on March 7, 2011. This action was originally prescribed in the Mayor's August 2010 Seattle Jobs Plan and also accomplishes a Council priority as detailed in the Statement of Legislative Intent (SLI) 24-1-A-1 included in the City's 2011 Adopted Budget.

The primary purpose of CBAT is to help ensure that the City is providing the highest level of customer service to all Seattle businesses in support of job creation, economic diversity and racial equity. The team was remarkably easy to assemble as it built on and formalized a network of senior departmental staff already practicing inter-departmental collaboration of this type on an informal basis.

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The signatories to the MOA include the major regulatory, permitting and enforcement branches in City government. The departments involved and the CBAT participants are identified below:

- Office of Economic Development, Roque Deherrera
- Office of Economic Development, Kris Effertz
- Department of Planning and Development, Bryan Stevens
- Seattle Department of Transportation, Tracie Sunday
- Seattle Public Utilities, Michael Brennan
- Seattle City Light, Kelly Enright
- Seattle Police Department, Captain Ron Wilson
- Seattle Fire Department, Chief John Nelsen
- Finance and Administrative Services, Aimee Strasko Carlisle

The participating departments believe that they will collectively improve customer service and support economic development in the following ways:

- Identify complex inter-departmental decisions before they reach a crisis point;
- Make and communicate decisions more efficiently and, in doing so, save resources for both the city and the businesses it regulates; and
- Identify and elevate tough policy issues that require more system analysis and direction from the Mayor and Council.

The Departments and their respective designees have also agreed to utilize a customer relations management tool as part of the responsibility of the CBAT. This web-based tool will help with interdepartmental communication, the tracking of results, and identification of any recurring issues that merit deeper analysis.

Finally, we are also pleased to report that, to date in 2011, the CBAT has already assisted more than 30 businesses dealing with a wide range of issues. Two examples of individual cases and the outcomes of the effort are included below:

- Charlie's Produce – OED and SDOT provided Charlie's Produce with the hard to find information they needed in order to feel comfortable signing a long-term lease in their current SODO location;
- Ferguson Terminal – The team helped Ferguson Terminal with their efforts to add additional electrical service to a large warehouse located in Ballard. Due to the unique nature of the warehouse, utility poles, streets, and Seattle City Light policy, the total project cost jumped from \$50,000 to approximately \$300,000. OED and SCL arranged an on-site meeting with engineers from SCL and Ferguson Terminal. A solution was found that will save Mr. Ferguson more than \$100,000.

The Citywide Business Advocacy Team looks forward to providing a full briefing to the Regional Development & Sustainability Committee on Tuesday, May 17<sup>th</sup>. Please feel free to contact Roque Deherrera at (206) 684-4538 with any questions.